

IN THE CLAIMS

Change claims to read as shown below.

Change to:

1 – 34. (cancelled)

35. (new) A computational model of organization financial performance by segment of value, element of value, external factor, enterprise and risk that supports the development of a plurality of frames for managing one or more aspects of organization financial performance.

36. (new) The model of claim 35 where an organization is a single product, a group of products, a division, a company, a multi-company corporation, a value chain or a collaboration.

37. (new) The model of claim 35 where the aspects of organization financial performance are selected from the group consisting of alliance risk, brand risk, channel risk, content risk, contingent liabilities, customer risk, customer relationship risk, current operation risk, derivative risk, employee risk, employee relationship risk, energy risk, enterprise risk, external factor risk, event risk, fraud risk, information technology risk, intellectual property risk, investment risk, knowledge risk, market sentiment risk, market risk, market volatility, organization risk, partnership risk, process risk, production equipment risk, product risk, real option risk, technology risk, vendor risk, vendor relationship risk, weather risk, revenue, expense, capital change, alliance return, brand return, channel return, content return, customer return, customer relationship return, current operation return, derivative return, employee return, employee relationship return, enterprise return, external factor return, event return, information technology return, intellectual property return, investment return, knowledge return, market sentiment return, market return, market volatility, organization return, partnership return, process return, production equipment return, product return, real option return, technology return, vendor return, vendor relationship return, alliance value, brand value, channel value, content value, contingent liabilities, customer value, customer relationship value, current operation value, derivative value, employee value, employee

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relationship value, enterprise value, external factor value, event value, information technology value, intellectual property value, investment value, knowledge value, market sentiment value, market value, market volatility, organization value, partnership value, process value, production equipment value, product value, real option value, technology value, vendor value, vendor relationship value and combinations thereof.

38. (new) The model of claim 35 that supports useful activities from the group consisting of price optimization, process optimization, project optimization, purchasing optimization, risk transfer optimization, securities development, securities valuation and combinations thereof.

39. (new) The model of claim 35 where a segment of value is selected from the group consisting of current operation, derivatives, investments, market sentiment, real options and combinations thereof.

40. (new) The model of claim 39 where a current operation category of value can be further subdivided into one or more components of value where the components of value are selected from the group consisting of revenue, expense, capital change and combinations thereof.

41. (new) The model of claim 35 where each frame from a plurality of frames is defined by one or more segments of value and one or more aspects of financial performance.

42. (new) The model of claim 35 that further supports the management of financial performance by enterprise where an enterprise is a single product, a group of products, a division or a company.

43. (new) The model of claim 35 where an element of value is selected from the group consisting of alliances, brands, channels, content, customers, customer relationships, employees, employee relationships, information technology, intellectual property, knowledge, partnerships, processes, production equipment, products, technology, vendors, vendor relationships and combinations thereof.

44. (new) The model of claim 35 where an external factor is selected from the group consisting of numerical indicators of conditions external to the organization, numerical

indications of prices external to the organization, numerical indications of organization conditions compared to external expectations of organization condition, numerical indications of the organization performance compared to external expectations of organization performance and combinations thereof.

45. (new) The model of claim 35 where a risks is selected from the group consisting of event risk, variability risk, market volatility risk, strategic risk, contingent liability and combinations thereof.

46. (new) The model of claim 35 that supports useful activities selected from the group consisting of element performance indicator development, risk quantification by element of value, risk quantification by segment of value, risk quantification by external factor, factor performance indicator development, element value driver identification, factor value driver identification, composite variable development for elements of value, composite variable development for external factors, element of value vector creation, external factor vector creation, relative element contribution determination, relative factor contribution determination, element ranking identification, scenario development, element valuations, factor valuations, segment valuations, efficient frontier definition, market value matrix quantification, market value matrix reporting, forecasting, component model development, segment model development, option discount rate determination, an optimization of one or more aspects of financial performance, scenario analysis and combinations thereof for each frame and the organization as a whole.

47. (new) The model of claim 46 where an optimization is optionally implemented in an automated fashion with the support of organization narrow systems.

48. (new) The model of claim 46 where a matrix of market value quantification further comprises identifying a value for each of a plurality of cells in the matrix where each cell is defined by an intersection of two axes, the first axis being defined by one or more segments of value present in the organization and the second axis being defined by one or more elements of value, one or more external factors and one or more risks that have an tangible impact on organization financial performance by enterprise.

49. (new) An integrated performance management system, comprising:

a plurality of computers connected by a network each with a processor having circuitry to execute instructions; a storage device available to each processor with sequences of instructions stored therein, which when executed cause the processors to:

integrate a plurality of organization related data, information and functionally from a plurality of narrow systems in accordance with a common schema;

identify a net value contribution for each of one or more elements of value, external factors and risks to a value of the organization by a segment of value and an enterprise; and

determine a set of narrow system features that optimizes one or more aspects of organization financial performance.

50. (new) The system of claim 49 where further processing communicates an optimal set of narrow system features to one or more narrow systems for an automated implementation.

51. (new) The system of claim 50 where an automated implementation further comprises automated completion of one or more financial service transactions.

52. (new) The system of claim 49 where further processing displays a set of optimizing features and a net value contribution for each of one or more elements of value, external factors and risks to a value of the organization by segment of value and enterprise using a paper document or electronic display.

53. (new) The system of claim 49 where a plurality of narrow systems are selected from the group consisting of advanced financial systems, asset management systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, financial service provider systems, IT asset

management systems, business intelligence systems, call management systems, channel management systems, content management systems, demand chain systems, email management systems, employee relationship management systems, energy risk management systems, fraud management systems, incentive management systems, innovation management systems, investor relationship management systems, knowledge management systems, location management systems, maintenance management systems, partner relationship management systems, performance management systems (for IT assets), price optimization systems, private exchanges, product life-cycle management systems, project portfolio management systems, risk simulation systems, sales force automation systems, scorecard systems, service management systems, six-sigma quality management systems, support chain systems, technology chain systems, unstructured data management systems, weather risk management systems, workforce management systems, yield management systems and combinations thereof.

54. (new) The system of claim 49 where a plurality of organization related data includes data selected from the group consisting of historical transaction data, historical descriptive data, historical geospatial data, historical text data, historical linkage data, historical derived data, forecast transaction data, forecast descriptive data, forecast geospatial data, forecast text data, forecast linkage data, forecast derived data and combinations thereof.

55. (new) The system of claim 49 where a common schema further comprises an xml schema where a data structure is defined by a matrix of value.

56. (new) The system of claim 49 where the aspects of organization financial performance are selected from the group consisting of alliance risk, brand risk, channel risk, content risk, contingent liabilities, customer risk, customer relationship risk, current operation risk, derivative risk, employee risk, employee relationship risk, energy risk, enterprise risk, external factor risk, event risk, fraud risk, information technology risk, intellectual property risk, investment risk, knowledge risk, market sentiment risk, market risk, market volatility, organization risk, partnership risk, process risk, production equipment risk, product risk, real option risk, technology risk, vendor risk, vendor relationship risk, weather risk, revenue, expense, capital change, alliance return, brand return, channel return, content return, customer return, customer relationship return,

current operation return, derivative return, employee return, employee relationship return, enterprise return, external factor return, event return, information technology return, intellectual property return, investment return, knowledge return, market sentiment return, market return, market volatility, organization return, partnership return, process return, production equipment return, product return, real option return, technology return, vendor return, vendor relationship return, alliance value, brand value, channel value, content value, contingent liabilities, customer value, customer relationship value, current operation value, derivative value, employee value, employee relationship value, enterprise value, external factor value, event value, information technology value, intellectual property value, investment value, knowledge value, market sentiment value, market value, market volatility, organization value, partnership value, process value, production equipment value, product value, real option value, technology value, vendor value, vendor relationship value and combinations thereof.

57. (new) The system of claim 49 where a net value contribution for each of one or more elements of value, external factors and risks to a value of the organization further comprises a direct contributions to organization value net of any impact on the other elements of value, external factors and risks.

58. (new) The system of claim 49 a plurality of narrow system features encapsulate all the different options the organization management has for managing performance.

59. (new) The system of claim 24 where a narrow system feature further comprises any options for implementing a feature at a future date.

60. (new) A method for integrating organization narrow systems into an overall financial management system, comprising

integrating data from a plurality of organization related narrow systems with support from UDDI protocols,

developing a computational model of an organization financial performance that identifies a contribution to organization market value for one or more elements of value, one or more external factors and one or more risks by segment of value and enterprise,

identifying one or more changes in organization operation that will optimize one or more aspects of organization financial performance using said model, and

implementing said changes in operation by communicating the changes to one or more organization narrow systems.

61. (new) The method of claim 60 wherein a computational model of an organization value is developed in an automated fashion by completing a series of multivariate analyses where the multivariate analyses are selected from the group consisting of identifying one or more previously unknown item performance indicators, discovering one or more previously unknown value drivers, identifying one or more previously unknown relationships between one or more value drivers, identifying one or more previously unknown relationships between two or more elements of value, identifying one or more previously unknown relationships between two or more external factors, quantifying one or more inter-relationships between value drivers, quantifying one or more impacts between elements of value, quantifying one or more impacts between external factors, developing one or more composite variables, developing one or more vectors, developing one or more causal element of value impact summaries, identifying a best fit combination of predictive model algorithm and element impact summaries for modeling enterprise market value and each of the components of value, building one or more predictive models using transaction data, determining a net element of value contribution for each segment of value, determining a relative strength of the elements of value between two or more enterprises, developing one or more real option discount rates, calculating one or more real option values, calculating an enterprise market sentiment value by element of value and external factor, developing a covariance matrix, developing a series of scenarios, simulating a financial performance under a given scenario and combinations thereof.

62. (new) The method of claim 60 where a segment of value is selected from the group consisting of current operation, derivative, investment, market sentiment, real option and combinations thereof.

63. (new) The method of claim 60 wherein each of one or more elements of value are selected from the group consisting of alliances, brands, channels, content, customers, customer relationships, employees, employee relationships, information technology, intellectual property, knowledge, partnerships, processes, production equipment, products, technology, vendors, vendor relationships and combinations thereof.

64. (new) The method of claim 60 wherein each of one or more external factors is selected from the group consisting of numerical indicators of conditions external to the organization, numerical indications of prices external to the organization, numerical indications of organization conditions compared to external expectations of organization condition, numerical indications of the organization performance compared to external expectations of organization performance and combinations thereof.

65. (new) The model of claim 35 where a risks is selected from the group consisting of event risk, variability risk, market volatility risk, strategic risk, contingent liability and combinations thereof.

66. (new) The method of claim 60 where a plurality of narrow systems are selected from the group consisting of advanced financial systems, asset management systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, financial service provider systems, IT asset management systems, business intelligence systems, call management systems, channel management systems, content management systems, demand chain systems, email management systems, employee relationship management systems, energy risk management systems, fraud management systems, incentive management systems, innovation management systems, investor relationship management systems, knowledge management systems, location management systems, maintenance management systems, partner relationship management systems, performance management systems (for IT assets), price optimization systems, private exchanges, product life-cycle management systems, project portfolio management systems, risk simulation systems, sales force automation systems, scorecard systems, service management systems, six-sigma quality management systems, support chain systems, technology chain systems, unstructured data management systems, weather risk

management systems, workforce management systems, yield management systems and combinations thereof.

67. (new) The method of claim 60 where one or more aspects of organization financial performance are selected from the group consisting of alliance risk, brand risk, channel risk, content risk, contingent liabilities, customer risk, customer relationship risk, current operation risk, derivative risk, employee risk, employee relationship risk, energy risk, enterprise risk, external factor risk, event risk, fraud risk, information technology risk, intellectual property risk, investment risk, knowledge risk, market sentiment risk, market risk, market volatility, organization risk, partnership risk, process risk, production equipment risk, product risk, real option risk, technology risk, vendor risk, vendor relationship risk, weather risk, revenue, expense, capital change, alliance return, brand return, channel return, content return, customer return, customer relationship return, current operation return, derivative return, employee return, employee relationship return, enterprise return, external factor return, event return, information technology return, intellectual property return, investment return, knowledge return, market sentiment return, market return, market volatility, organization return, partnership return, process return, production equipment return, product return, real option return, technology return, vendor return, vendor relationship return, alliance value, brand value, channel value, content value, contingent liabilities, customer value, customer relationship value, current operation value, derivative value, employee value, employee relationship value, enterprise value, external factor value, event value, information technology value, intellectual property value, investment value, knowledge value, market sentiment value, market value, market volatility, organization value, partnership value, process value, production equipment value, product value, real option value, technology value, vendor value, vendor relationship value and combinations thereof.

68. (new) The method of claim 60 where the method further comprises displaying net value contribution for each of one or more elements of value, external factors and risks to a value of the organization by segment of value and enterprise using a paper document or electronic display.